CENTRE FOR NEURO SKILLS®
NEUROSKILLS.COM
Bakersfield • Dallas • Los Angeles • San Francisco

Media Contact:
Kelly Lopez
Public Relations/Communications Specialist
626.720.1540
klopez@neuroskills.com

Popularity Soars for Centre for Neuro Skills'
YouTube Channel, Mobile Application

Bakersfield, CA (Monday, June 3, 2013) - Centre for Neuro Skills' (CNS) new mobile application and long-established YouTube channel have enjoyed a recent spike in downloads and viewers. The application has been installed on 10,000 mobile devices since its launch in March 2013. Just as impressive is the jump in visits to the company's YouTube channel, which have been viewed over 25,000 times since its inception in May 2010.

(To download the mobile application, visit neuroskills.mobi. Visit CNS on YouTube at http://www.youtube.com/user/neuroskills)

Ease of use, intuitive navigation, and quick downloads are elements that can boost the number of hits and views, but content is still king, according to Director of Research and Development and Webmaster Craig Persel. Video views on the mobile application and on YouTube increased when more content about CNS programs and locations was included, and when brain neurophysiology footage was added, he said.

As for the application's rising popularity, Persel attributes the high number of installations to the easy link from the CNS website, which is one of the most visited traumatic brain injury sites in the world.

"The app's useful content and our cross-marketing on Facebook and Twitter accounts for the 2,500 to 3,000 installations monthly," he noted. "We experience a 10 percent installation increase month to month."

###

About Centre for Neuro Skills:

Centre for Neuro Skills is recognized as an experienced and respected world leader in providing intensive rehabilitation and medical programs to individuals recovering from all types of brain injury. CNS effectively covers a full spectrum of care from inpatient and assisted living to outpatient/day treatment. For additional information about Centre for Neuro Skills, please visit www.neuroskills.com or call us at 800.922.4994.

Join us at: